**BLS1206 PUBLISHING AND BOOK TRADE**

**Short Description**

**Aim:** To develop students’ understanding of theory and practices of publishing management and book trade

**Learning Outcomes**

Students to be able to:

* Explain what publishing is
* Explain how a publishing house is organized
* Explain the types of publishing
* Explain the development of the publishing industry
* Discuss the dynamics of the book industry

**Intellectual, practical and transferable skills**

* + Knowledge of publishing
  + Knowledge of book trade

**Teaching and Learning Pattern**

By use of lectures, guided reading, study visits, discussions and group presentations

**Indicative Content**

Publishing concepts, publishing and development, Organization of a Publishing House, international book publishing scene, publishing laws, publishing agreements, protocols, conventions, defamation, contracts, plagiarism, intellectual property and copyright, etc, Formal and Informal Publishing, Financial management, Human Resource Development, and the gender factor in publishing, Book trade.

**Assessment Method**

Continuous assessment shall be applied to generate marks for coursework. Tests, coursework research questions, and projects will constitute 30%mark while final examinations (70 marks).

**Indicative Sources**

1. Bell, F. T & Seymour, Smith. 1986. Library bookselling. London: Andre Deautsch.
2. Clark Giles (1994). Inside Book Publishing 2nd edition, Blue print, London
3. Makose, Ruth and Lily Nyariki. 1997. Publishing and book trade in Kenya. Nairobi: EAEP.
4. Nyeko, Janet. A. 1999. The ABC of Book Publishing: A training manual for NGOs in Africa. Kampala: JaNyeko Publishing Centre. Peacock, John. 1995. Book production. London: Chapman and Hall.
5. Peacock, John (1995). Book Production 2nd edition, Blue print, London
6. The business of book publishing. 1990. London: UNESCO
7. Giles, Clark. 1988. Inside book publishing. London: Blueprint